

THE NATIONAL ASSOCIATION FOR RETARDED CHILDREN

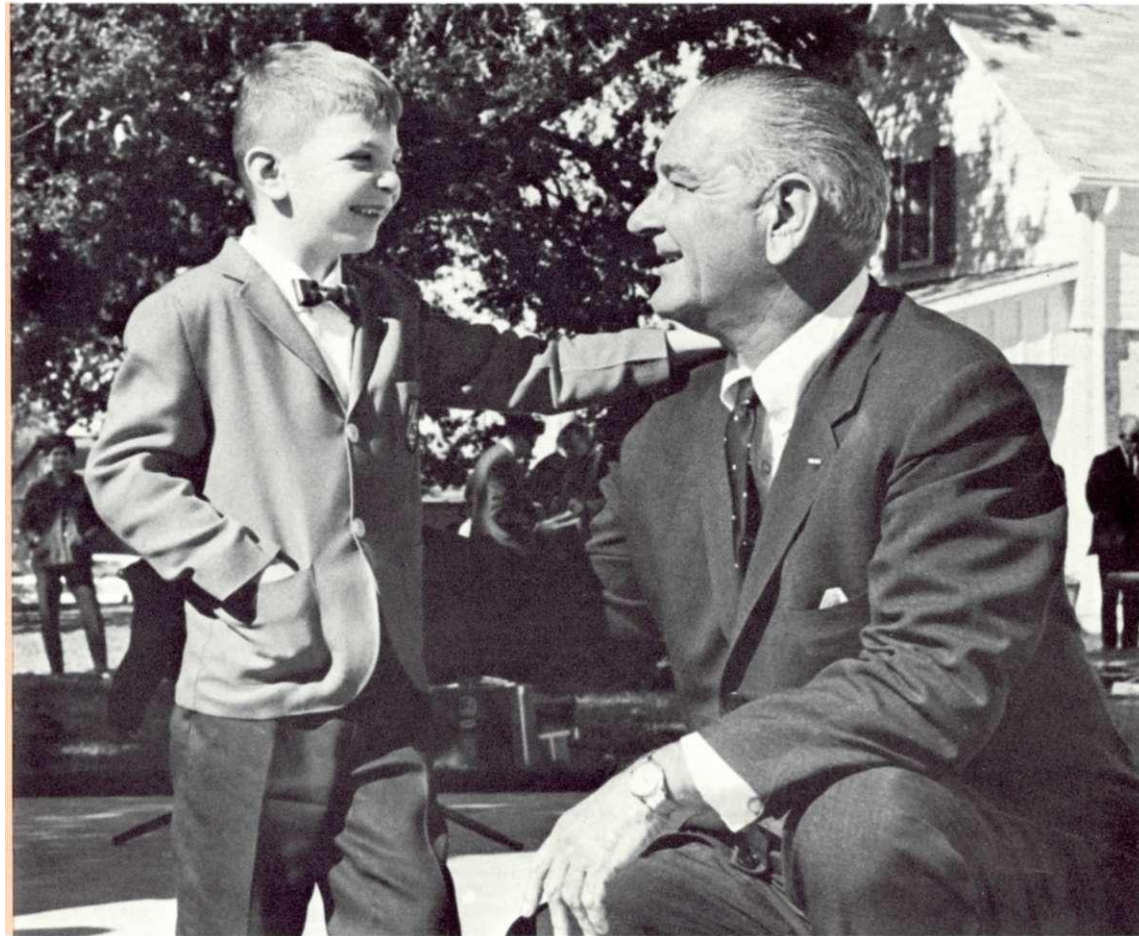


ACTION  
WITH  
VISION

The mentally retarded  
have a right to a decent,  
dignified place in society.  
I intend to assure them  
of that place."

LYNDON B. JOHNSON  
President's Message  
to Congress

*February 10, 1964*



# The National Association for Retarded Children

is a voluntary organization devoted to promoting the welfare of the mentally retarded of all ages by fostering the advancement of research, treatment, services and facilities, and by developing broader public understanding of the problem of mental retardation.

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ACTION  
WITH  
VISION

Founded in 1950, the Association today is represented in all of the 50 States by more than 1,000 State and Local Member Units. Membership includes parents of retarded children, professional workers, and citizens concerned for the well-being of their fellowmen.

The National Association for Retarded Children  
420 *Lexington* Avenue  
New York, New York 10017

The year 1965 has been one of profound significance in the history of NARC. Although not marked by dramatic events or cataclysmic changes, it has been a year in which uncertainties have been resolved and the direction of the future clarified. Briefly stated, this is the year in which the balance of public opinion towards retardation has clearly shifted from social policies of isolation, tempered with charity, to policies of social responsibility based on human right and the public interest.

This change in the climate of public opinion reflects the fruition of many years of effort by the National Association for Retarded Children. It also marks the advent of new responsibilities and new tasks for the Association, as the agencies of government and the instrumentalities of community action undertake concrete steps to implement their new outlook.

The detailed account of the 1965 NARC year contained in this Annual Report illuminates in particular ways the involvement of the Association in effectuating this new public policy. Of particular importance are those activities which have been instrumental in the clarification of public responsibilities for mental retardation at all levels of community organization and of government; and those activities directed towards the improvement of the quality of specialized services provided for the retarded in order to meet their essential needs as citizens of the community.

Of continuing vital concern are all efforts directed toward reducing the incidence of retardation. To this end, NARC has maintained its own research program and fostered the growth of research efforts through other agencies. Increasing attention has been directed towards the improvement of public health

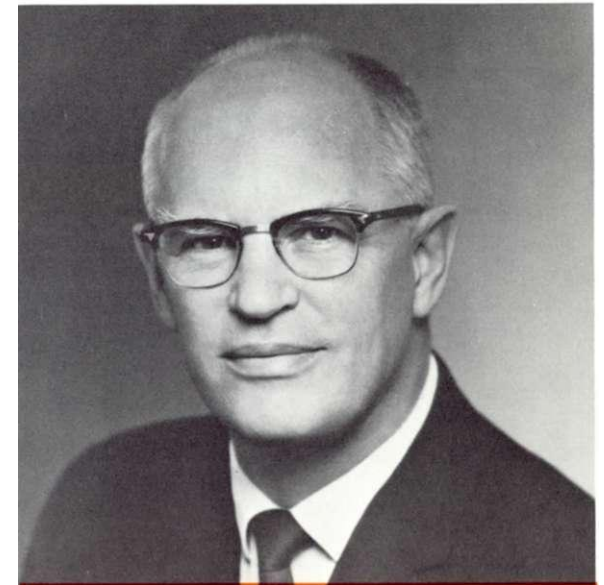
facilities and the reduction of environmental conditions peculiarly conducive to mental impairment.

As an outgrowth of all the recent advancements, NARC has been undergoing change within itself. In becoming somewhat less exclusively a "parent-group" and more inclusively a "citizen-group," the National Association for Retarded Children and all its Member Units continue to speak for all the retarded, not as objects of charity but as participants in the basic rights of all citizens to life, health, education and happiness.



President

## Our Greater Responsibilities





# ...Call for ACTION WITH VISION

**A**ction With Vision was chosen as a succinct expression of the will of the NARC Board of Directors for 1965.

Early in the year they approved this theme to embody eight prime objectives. These objectives have served both volunteer and staff as guideposts in our work for the mentally retarded.

The NARC leadership also provided a far-sighted and aggressive budget for 1965 to enable NARC to extend better services to State and Local Units and to represent the mentally retarded more effectively on the national scene. In support of more efficient operations NARC relocated its headquarters, expanded its staff, adopted uniform accounting procedures, established a reference and resource collection and improved the handling of correspondence.

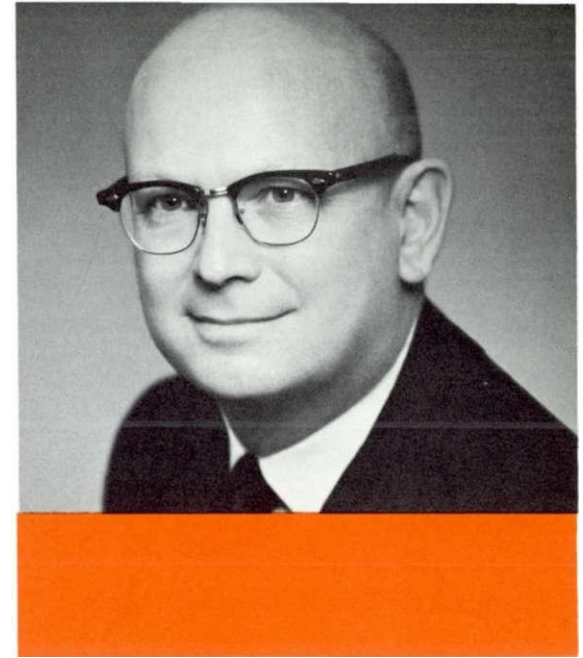
On the pages that follow is an account of what has been done in pursuit of NARC's 1965 goals. Of special importance during the year were: (1) an accelerating emphasis on the employment of mentally retarded persons, (2) new Federal legislation to extend programs of education, health and vocational rehabilita-

tion, (3) the progress of comprehensive State planning, with its extensive involvement of ARC's and broad citizen and professional participation.

The activities of NARC in relation to services for the retarded have had common focus in highlighting the needs and rights of the individual person. In the areas of diagnosis and evaluation, education, residential care, recreation and employment, the emphasis is away from the massive, stereotyped, impersonal and depersonalizing methods of the past to those which give maximum opportunity for individual development and functioning.



Executive Director



## PRIME OBJECTIVES FOR 1965

1. To strengthen the National Association for Retarded Children and its State and Local Units.
2. To follow through on comprehensive State planning in mental retardation.
3. To assist in the implementation of existing Federal legislation and the promotion of needed new legislation.
4. To launch the Three-Year Campaign to Promote the Employment of Mentally Retarded Persons.
5. To stimulate the recruitment and training of manpower for mental retardation programs.
6. To encourage the adoption of improved standards and forms of residential care for the retarded.
7. To foster the development of coordinated activities with other organizations in relation to mental retardation.
8. To promote general public and professional understanding of, and interested action on the problem of mental retardation.



Louis C. Lustenberger, right, President of W. T. Grant, presents the company's policy on employing the retarded to Harold Russell, chairman of the President's Committee on Employment of the Handicapped. With them is Robert J. Patterson, a Grant employee hired under the policy.

An employee deftly batters chicken for frying in a kitchen of Youngbloods, Inc., an NARC Employer of the Year Award winner.



# A Three-Year Campaign is Launched

A Three-Year Campaign to Promote the Employment of Mentally Retarded Persons was approved by the NARC Board of Directors in October 1964. The purpose of the campaign is to open up job opportunities, to insure that retarded persons are prepared for them, and to secure the cooperation of industry and labor. First steps to launch the campaign have been taken.

The W. T. Grant Company, one of the largest chain stores in the country, received NARC's first Employer of the Year Award in 1964 for its practice of hiring well trained mentally retarded workers. Early in 1965, Louis C. Lustenberger, President of the Grant Company, sent a formal policy statement on employment of the mentally retarded, along with

a guide to job placement, to each of the company's 1092 stores across the country, urging full cooperation.

The progressive and practical Grant policy was presented to the public in May 1965 at a press conference in New York City, arranged jointly by NARC, W. T. Grant, and the President's Committee on Employment of the Handicapped.

Other employers receiving NARC Awards in 1964 were Youngbloods, Inc., in Texas, a chain of 18 restaurants featuring fried chicken; the Lindfelt Glove Company of Des Moines, Iowa; and Terrett's Car Wash in Washington, D.C.

NARC will present its 1965 Employer of the Year Award at its Annual Convention in New York City.

To enlist participation of additional employers, NARC produced:

- "Selling One Guy Named Larry," a documentary film featuring retarded employees and their employers in various work situations. Financed jointly by the Vocational Rehabilitation Administration and NARC, the film dramatizes the fact that hiring qualified retarded workers is good business.
- A 32 page pictorial booklet presenting some 60 retarded persons at work in factories, stores, restaurants, and many other settings.

ACTION  
VISION

# ...for their Employment

The theme running throughout the booklet is "this isn't kindness . . . they're good workers . . . and they're a good investment."

A contract with the United States Department of Labor was brought to completion. Under it, 21 projects were developed in cooperation with community groups throughout the Nation to provide training in manufacturing, agriculture, services, and trades. Among the occupations in eight projects that already have been funded are sewing, gardening, glass engraving, meat cutting, food handling, and maintenance. Two other projects provide for the training of sub-professionals to work with the mentally retarded, assisting teachers, speech therapists, nurses, and other professionals.

NARC supported the continuation of the Federal Civil Service program to promote employment of mentally retarded persons and urged the adoption of similar programs by the States. As of mid-1965, there were nearly 600 retarded men and women employed in Federal jobs, working as elevator operators, clerk typists, laboratory workers, mail clerks, office machine operators, laundry workers, and in many other types of jobs. NARC also was instrumental in obtaining the endorsement of the Federal Government's General Services Administration and the Department of Defense for use of sheltered workshops as subcontractors.



Production goes forward on the NARC-VRA film, "Selling One Guy Named Larry."

"Of all the obstacles with which the mentally retarded have to contend in their struggle for achieving satisfactory adjustment within the community, none has been more formidable than the employment barrier. Only in relatively recent years has the general public become aware of the retarded person's real potential for remunerative work, and even today the number moving into the competitive labor market is but a fraction of what it should be."

Mary E. Switzer, Commissioner,  
Vocational Rehabilitation  
Administration

"In America, work not only is essential to the sustenance of life—it fulfills the individual's need for self-esteem and for a feeling of worth. The mentally retarded ask only for the same right that is extended to all other citizens—the basic right to work. We want the mentally retarded to be employed by businesses and industries, not out of sympathy or duty, but out of common sense. Perseverance, loyalty, patience—these are some of the attributes of the retarded that can be of great value to any employer."

Harold Russell, Chairman  
President's Committee on  
Employment of the Handicapped

"Persons who are either physically handicapped or mentally retarded shall be considered for employment on the basis of their capability for a particular job. Handicaps which do not interfere with the performance of a job shall not disqualify for employment, provided such handicaps do not constitute an undue hazard to the employee or to the Company. Such persons shall be paid wage rates comparable to those paid other workers of like seniority in the same or comparable job classification."

Excerpt from W. T. Grant Company  
*Policy Statement on Job Placement*  
of the Qualified Mentally Retarded



## Congress and State Legislatures Add New Dimensions



NARC President, Dr. Cobb, confers in Washington with Congressman John R. Fogarty, pioneer in legislation to benefit the mentally retarded.

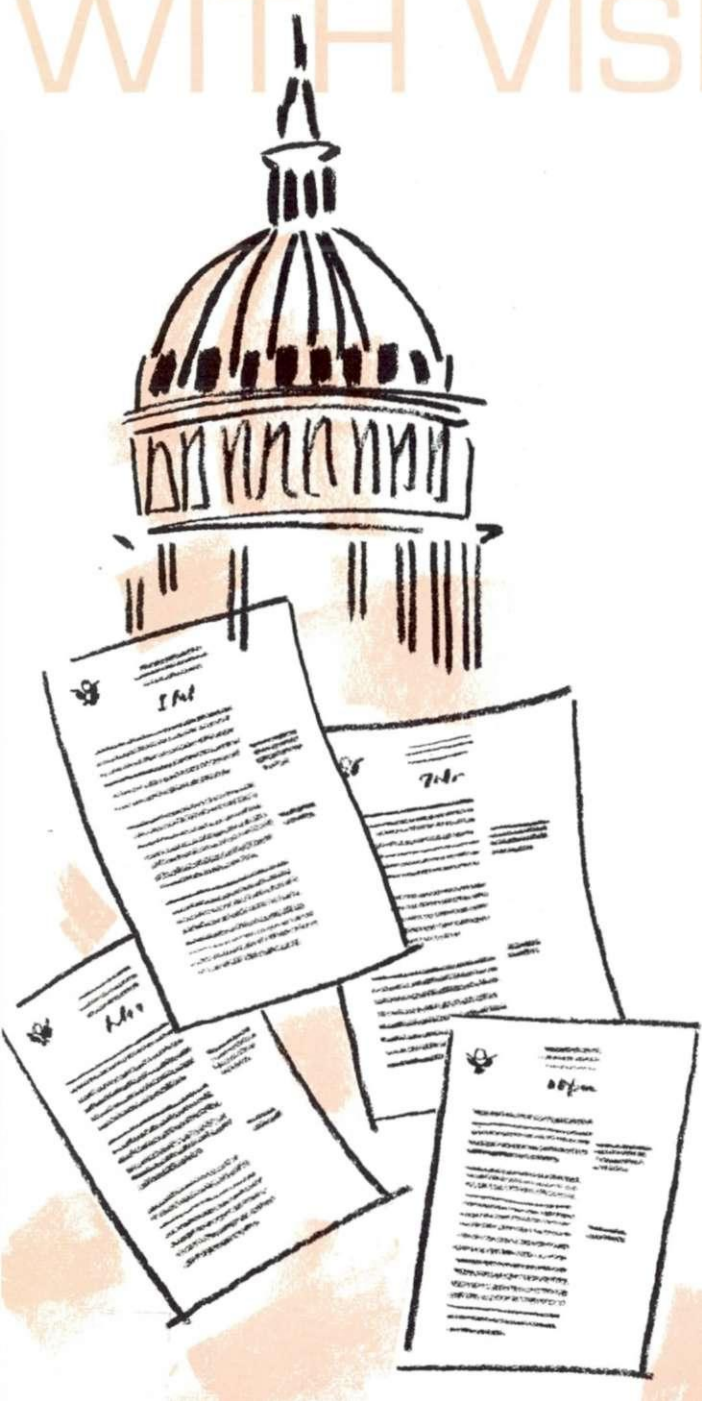
**T**his year marks the tenth anniversary of the initiation of an identifiable Federal program on behalf of the mentally retarded. It was in March 1955 that an Appropriations Sub-Committee of the U. S. House of Representatives, under the leadership of Representative John E. Fogarty, issued the historic report that ushered in this unprecedented decade by calling attention to the "great and growing problem ... of the mentally retarded." The appropriations for all aspects of the Federal mental retardation program have risen from \$14 million in 1955-56 to over \$280 million in 1965-66. As in every year since 1956, NARC prepared detailed material and recommendations for both the House and Senate Committees on Appropriations.

1965 was the year in which Congress, with vigorous Presidential leadership, set a new record for substantive legislation of far reaching importance to the retarded, even though, paradoxically, not a single act bore the label "mental retardation." NARC's 1965 legislative program, adopted in January, dealt with topics from support of sheltered workshops to easing restrictions on immigration of families with a retarded child. As of mid-August, bills embodying most objectives had been, or were about to be, enacted. Among them:

- The "Vocational Rehabilitation Act Amendments of 1965" has features of great importance in the area of employment, including extending the period of evaluation of rehabilitation potential to 18 months, constructing and staffing workshops, and State planning for rehabilitation services.
- The "Social Security Amendments of 1965" (Public Law 89-97) provides for follow-up action on comprehensive mental retardation planning, and a series of provisions to extend and improve programs of medical and remedial services to disabled persons. Among other provisions, it authorizes grants to institutions of higher learning for the training of personnel, for services and facilities for the mentally retarded, and includes payment for the cost of in-patient hospital care under both the maternal and child health and the crippled children's programs. These latter provisions will permit Federal aid to States in paying costs of in-patient care in university-connected facilities for the mentally retarded.
- An Amendment to the "Mental Retardation Facilities and Community Mental Health Centers Construction Act of 1963" (Public Law 88-164) substantially strengthened and broadened Title III—Training of Teachers



# WITH VISION



of Mentally Retarded and Other Handicapped Children—by increasing authorized appropriations, extending the kinds of personnel that can be trained, and authorizing additional funds for demonstrations in special education.

- Other legislation important to NARC included provisions for initial costs of staffing of community mental health centers, extension of Federal immunization programs to include measles, inclusion of the handicapped among the potential beneficiaries of the Elementary and Secondary Education Act (Public Law 89-10), and provision of a new Assistant Secretary in the Department of Health, Education, and Welfare with responsibility for coordinating the Department's mental retardation programs.

Important legislation also was enacted in many States in 1965. Even before most of the State plans were completed, NARC was reviewing reports of significant new proposals affecting education, residential care, sheltered workshops, day treatment centers, and other mainstays of direct service. As the comprehensive State plans are formulated and publicized later this year, many additional challenging opportunities will be laid before the 50 Governors and Legislatures, setting the stage for new advances in 1966.



Wilbur J. Cohen, Under Secretary of Health, Education, and Welfare, who helped develop and now coordinates a vast new program against mental retardation, discusses new laws with Miss Mary Switzer, left, Commissioner of the Vocational Rehabilitation Administration and Dr. Elizabeth Boggs, Chairman of NARC Committee on Governmental Affairs

## ACTION WITH VISION

# Comprehensive State Planning Moves Toward Completion

**F**ederal grants to encourage the States "to plan for and take other steps leading to comprehensive State and community action to combat mental retardation" were authorized by Congress in 1963. During the past year all of the States were making use of these funds to determine services available and program gaps, to develop public awareness, to coordinate State and local activities, and to plan appropriate programs of prevention, treatment, and amelioration.

Staff and volunteers at the National, State, and local levels participated in comprehensive planning for the mentally retarded throughout the Nation. This activity involved continuing relationships with Federal, State and local agencies, and with voluntary organizations of citizens in the development of sound proposals for future implementation.

NARC headquarters was kept informed of progress in the various States by "planning reporters" appointed at the request of the

NARC President. The Executive Director and other staff members, Regional Vice Presidents, and Regional Representatives visited many of the States to confer with planning groups and to participate in their deliberations.

While there was variation from State to State, those engaged in the planning process diligently searched for:

- Dynamic approaches to better use of existing services and the creation of new services to enable retarded persons to achieve a maximum degree of independence
  - Mechanisms to assure continuing coordination among governmental agencies
  - Means of insuring that persons seeking services will be directed to places where they can be served
  - Methods of providing educational opportunities for all retarded children, especially in rural areas
- Reviews of laws relating to the mentally retarded, particularly those having to do with criminal responsibility, guardianship, and commitment to an institution
- New and different techniques to recruit, train, and use personnel to compensate for the manpower shortage
  - Ways to promote vocational rehabilitation, placement, and employment opportunities for the mentally retarded.



**I**n public health NARC concentrated attention on diagnosis, treatment of the brain injured, PKU testing, and the strengthening of dental services and maternal and child health programs.

Because of nationwide interest in treatments of the brain-injured and the many inquiries on this subject that have been raised, NARC secured a commitment from the U. S. Department of Health, Education, and Welfare that a thorough-going study of the subject would be undertaken.

NARC has urged members of State and Local Units to work with their Public Health Departments and appropriate Medical Societies to promote passage of State legislation requiring testing of all newborn infants for PKU and other metabolic disorders. As of July 1965, such legislation had been passed in at least 22 States.

NARC also participated with many other organizations in a search for solutions to a wide variety of public health problems, including:

Community programs required to meet the needs of severely and multi-handicapped individuals

The need for dental health programs for the handicapped, the chronically ill, and the aged

Ways to stimulate community action directed toward prevention of lead poisoning which can result in mental retardation, blindness, epilepsy, or death

Need to incorporate into nurse education programs material related to mental retardation

Promotion of State legislation for mandatory reporting of child abuse.

# For Better Health Services

## DIAGNOSIS AND EVALUATION

Gaps in diagnosis and evaluation were a major concern during the year. To formulate a position on diagnosis and the settings in which diagnosis should be accomplished, NARC, on March 16, 1965, called together a group of experts to review the complex of services required for diagnosis and evaluation of the mentally retarded. Participants in the conference represented the fields of pediatrics, psychiatry, psychology, social work, education, nursing, and administration.

The final report on the Conference states, in part:

"Diagnosis and evaluation are extremely important as the basis for care and treatment of retarded persons as they proceed from one developmental phase to another. Initial diagnostic evaluation early in life must be followed by continuing re-evaluation at transitional stages in childhood, and during adolescence and adulthood.

"Although diagnostic services have been substantially expanded in recent years, they are still critically insufficient to meet the need. Especially serious gaps occur in:

- Special services such as genetic evaluation and genetic counseling
- Case finding and early treatment for the mildly retarded
- All services for the adolescent and the adult
- Psychiatric services for the retarded with emotional problems."



Discussing medical services required in community diagnostic clinics are Reynold A. Jensen, M.D., left, Professor of Psychiatry and Pediatrics, University of Minnesota Medical School; Elizabeth Boggs Ph.D., Chairman of NARC Committee on Governmental Affairs; and Richard Koch, M.D., Director of the Child Development Clinic, Children's Hospital, Los Angeles

Attending meeting at NARC on needed clinic services are Harold Michal-Smith, M.D., left, Mental Retardation Clinic, Flower Fifth Avenue Hospital; Miss Doris Haar, R.N., Mental Retardation Unit, St. Christopher's Hospital for Children, Philadelphia, and Henry V. Cobb, Ph.D., NARC President.





**M**ore than \$1 million has been awarded in research grants by the NARC Research Advisory Board since its inception in 1956. The NARC grant program is designed to encourage and support outstanding investigators on a continuing basis and to support promising individual projects.

The Gunnar Dybwad Distinguished Scholar Award was presented by NARC in 1964 to Edward F. Zigler, Ph.D., Associate Professor of Psychology at Yale University, for work in the behavioral sciences related to mental retardation. The award totals \$125,000 over a five-year period, subject to renewal.

Dr. Zigler is seeking a measurement of the effects of emotional, motivational, and environmental factors on the performance of the retarded child in order to find a better method of teaching and training. His research is directed to the question: What portion of the retarded child's performance is the irreversible product of central processes inherent in men-

tal retardation and what portion is the more flexible product of the particular experiences encountered by various groups of retarded children?

Dr. Harry H. Gordon, recipient in 1963 of the Grover F. Powers Distinguished Professorship, made further use of funds provided by NARC in support of certain aspects of a broad multidisciplinary research program that includes study of newborn and premature infants and disturbed, mentally retarded children. In 1965, Dr. Gordon was named director of the Rose Fitzgerald Kennedy Center for

Research in Maternal and Child Health and Human Development to be constructed at the Albert Einstein College of Medicine, Yeshiva University, New York City. This Center will house the comprehensive research program developed by Dr. Gordon and his associates.

A study by Libero Barbato, Ph.D., at Sonoma State Hospital, California, designed to establish further knowledge about phenylketonuria was continued this year, under a renewed NARC grant. Clinical data on PKU affirms that, either directly or indirectly, phenylalanine is responsible for the pathological symp-



## NARC Research...

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Medical Director, Southbury Training School  
Connecticut

ACTION

# Where the Answers Begin

toms. Research has shown that reduction in the phenylalanine content of the diet, initiated early in life, permits an almost normal development.

The purpose of Dr. Barbato's research project is to determine the role that lipids, (fatty tissues such as myelin) and RNA play in the origins of PKU. Dr. Barbato is employing ultra-micro-techniques in his study of the developing brain of animals, rendered phenylketonuric by either feeding or injecting high doses of phenylalanine, to observe if any changes occur at the cellular level.

Over the past year, five additional new grants were awarded by NARC, on the recommendation of the Research Advisory Board:

John F. Nicholson, M.D., Columbia University, New York City. A comparative study of metabolic mechanisms in normal and abnormal infants in relation to disorders associated with mental retardation. (\$25,000 over two years)

Peter Dignan, M.D., Children's Hospital Research Foundation, Cincinnati, Ohio. Grant to a visiting foreign scientist for training and experience in child neurology and men-



Dr. Libero Barbato at work in his laboratory where he is exploring the origins of PKU with his wife, Dr. Iris Barbato.

tal retardation within a clinical setting and comprehensive research program in the area of mental retardation. (\$4,000 for one year)

N. E. Bank-Mikkelsen, M.D., Chairman of the 1964 International Copenhagen Congress on the Scientific Study of Mental Retardation. To help finance publication of the Proceedings of the 1964 International Copenhagen Congress for distribution to some 3,000 scientists and professional workers throughout the world. (\$10,000)

Harold O. Goodman, Ph.D., Bowman Gray School of Medicine, North Carolina. Study of the relationship of genetic factors in Down's Syndrome to variations in enzyme metabolism. (\$3,897.50)

B. W. Richards, M.R.C.S., L.R.C.P., D.P.M., Editor of the Journal of Mental Deficiency Research, London, England. To extend publication and increase distribution of this scientific journal devoted to developments in research in mental retardation. (\$4,000)

Willard R. Centerwall, M.D., Christian Medical College Hospital, Vellore, India. Clinical research study on etiology of congenital anomalies. (\$809.00)



Dr. Edward F. Zigler plays experimental "game" with two retarded boys. This is a task on which they cannot fail, and is used to assess how learning of retarded children is influenced by success experiences.



## Research (cont.)

### Grants Awarded by NARC

#### *Grover F. Powers Distinguished Professor*

Harry H. Gordon, M.D., Albert Einstein College of Medicine, New York City. A comprehensive research program enabling personnel in social work, psychology, education, and medicine to work closely with those engaged in research in child development. (\$125,000 over 5 years)

#### *Gunnar Dybwad Distinguished Scholar*

Edward F. Zigler, Ph.D., Yale University, Connecticut. Effects of emotional, motivational and environmental factors on performance of retarded children. (\$125,000 over 5 years)

#### *NARC Distinguished Scholar*

Edith L. Potter, M.D., University of Chicago. Causes of stillbirths and of handicapping conditions originating before birth. (\$113,600 over 8 years)

#### *NARC Senior Investigators*

Robert Guthrie, M.D., Ph.D., State University of New York at Buffalo. Rapid method for screening body fluids to detect abnormal substances. (\$49,719 over 7 years)

Harold M. Nitowsky, M.D., Sinai Hospital of Baltimore. Metabolic characteristics of human cells. (Jointly sponsored with the Association for the Aid of Crippled Children.) (\$25,000 over 5 years)

Herbert G. Birch, M.D., Ph.D., Albert Einstein College of Medicine, New York City. The "disorganized" child and the child with cerebral damage. (Jointly sponsored with the Association for the Aid of Crippled Children.) (\$60,000 over 8 years)

Harold Kalter, Ph.D., University of Cincinnati. Congenital malformations of the central nervous system. (\$84,000 over 5 years)

#### *Special Grants for Research Development*

Evelyn B. Man, Ph.D., Institute for Health Sciences, Brown University. Thyroid functions in relation to pregnancy outcome in adolescent mothers. (\$16,230 over 3 years)

Jack Remington, M.D., Palo Alto Research Foundation, California. Significance of toxoplasmosis in unfavorable pregnancy outcome and mental deficiency. (\$8,514.97 for one year)

Claude B. Klee, M.D., National Institutes of Health (Visiting foreign scientist). Brain protein synthesis as related to the development of the immature brain. (\$20,000 over 2 years)

Robert S. Tacker, Ph.D., University of South Dakota. Behavioral abnormalities of offspring of female rats under abnormal conditions of conception and prenatal life. (\$8,350 over 2 years)

Libero Barbato, Ph.D., Sonoma State Hospital, California. The effect of high levels of phenylalanine on protein metabolism in the brain. (\$13,799 for one year)

# NARC Joins Forces

**I**n its activities designed to help the mentally retarded and to combat mental retardation, NARC works with other agencies and organizations, public and voluntary, and with representatives of many professions.

The National Association is represented on the National Health Council's Board of Delegates by the Chairman of the NARC Public Health Committee and by an Association member appointed by the President. The Executive Director of NARC is a member of the Council's Committee of Executives.

In some 680 communities across the country this year, members of local Councils of United Commercial Travelers cooperated with NARC Units in promoting necessary services for retarded children. At the national level U.C.T. expanded its scholarship fund for teachers seeking training for work with mentally retarded children.

Some of NARC's activities in conjunction with other organizations are reflected in these photographs:

(1) NARC officers met with the leadership of the American Association on Mental Deficiency to consider mutual objectives and to seek solutions for common problems. Shown in conference are, left to right, I. Ignacy Goldberg, Ph.D., and William Sloan, Ph.D., both past Presidents of the AAMD; Thomas A. Tucker, Senior Vice President of NARC; Harvey A. Stevens, President of the AAMD, and





Dr. Renee Portray of Brussels, Belgium, Secretary General of the International League of Societies for the Mentally Handicapped, attended the 1964 NARC Convention as recipient of the Rosemary F. Dybwad International Award. Other recipients of the award attending the Convention were Michael de Mercado, Vice President of the Jamaica (B.W.I.) ARC, and Mrs. Bobbie Reid, Vice President of the Canadian ARC.



# Highlights of



A guided tour of the LBJ Ranch was provided for Poster Boy Richie Barnes by its owner.





1

Henry V. Cobb, Ph.D., President of NARC. The group concluded that the two organizations must pool their resources in a joint effort to promote high standards of care, needed legislation, and manpower development programs.

(2) Thomas A. Tucker, Senior Vice President, presents NARC's first Community Service Award to Donald Howland, Chairman of the Mental Health-Mental Retardation Committee of the Omaha, Nebraska Chapter, Junior Chamber of Commerce. The award program was initiated to give recognition on a State and national basis, to local Jaycee Chapters for their activities in behalf of the mentally retarded. State awards and a national award will be presented annually.

(3) Mrs. Winthrop Rockefeller, President of the National Association for Mental Health,



2

and Henry V. Cobb, Ph.D., NARC President, are shown at a meeting when leaders of both organizations affirmed the need to clarify the concepts of mental illness and mental retardation. It was agreed that a major distinction between the two could and should be maintained. Plans were made for developing closer working relationships between the two organizations at all levels so that needs in both areas might be met more effectively.

(4) The Civitan Achievement Award was presented by Thomas F. McNulty, Chairman of the Committee for Aid to the Mentally Retarded, Civitan International, to the Scott County Association for Retarded Children, Iowa, for its interest, activity, and progress in programming for the retarded. The award was accepted by Mrs. Alvin B. Schloemer, center, wife of the President of the Unit, and Mrs. James McIntee, Unit Publicity Chairman.



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# the year

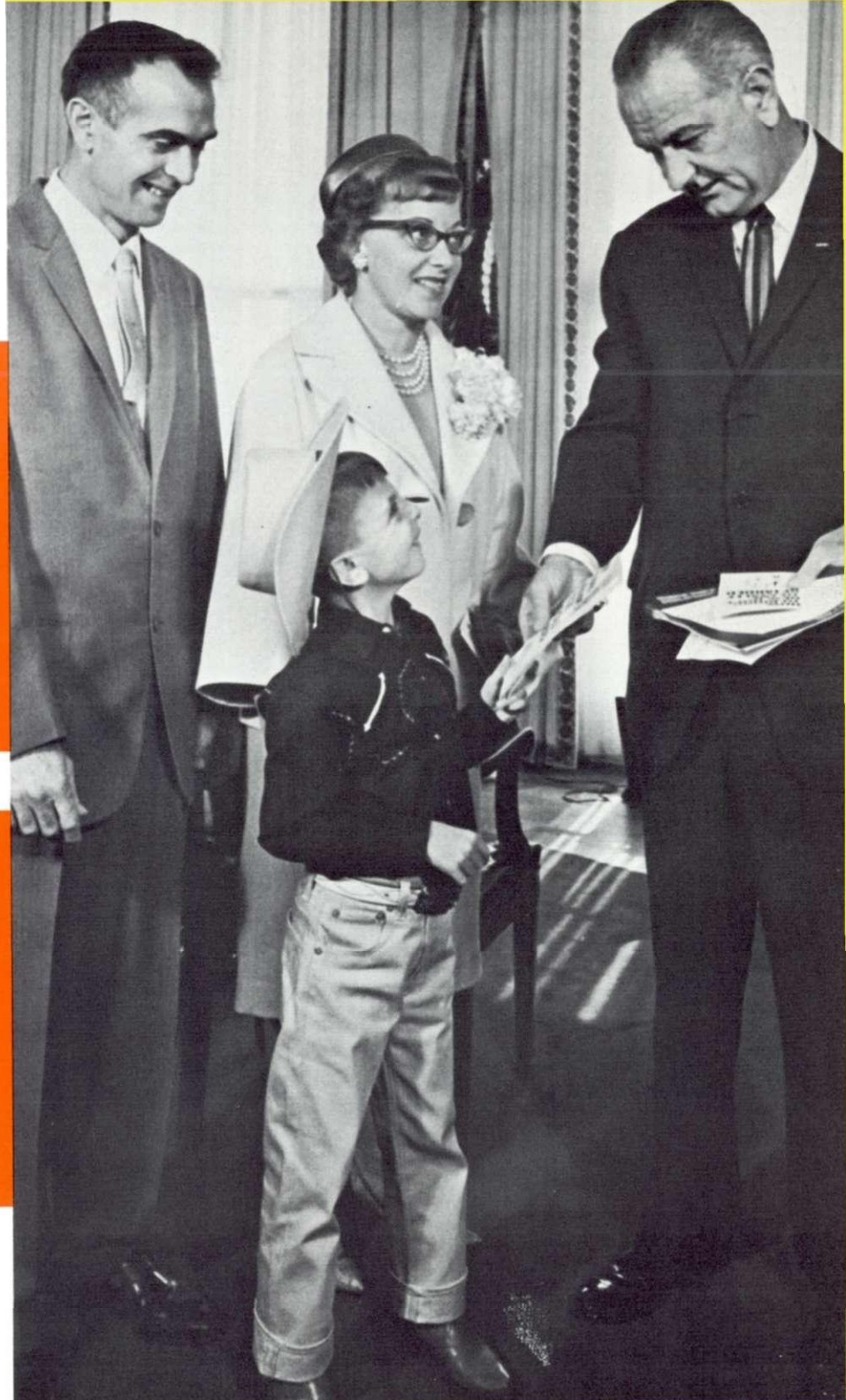
Richie, accompanied by his parents, Robert and Ruth Barnes, was received by President Lyndon B. Johnson at the White House as National Retarded Children's Week opened in November.



The president's gavel passes from John C. Fetting to Henry V. Cobb at the 1964 Convention as Mrs. Elizabeth Boggs, past president, lends a hand.

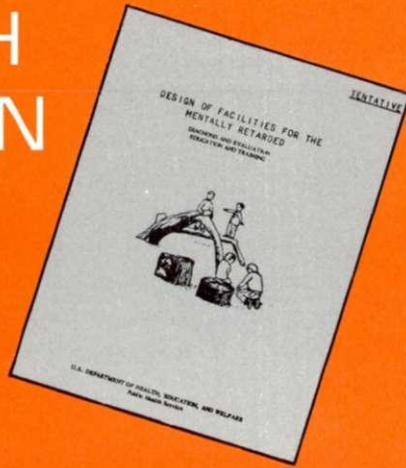


NARC's Poster Boy places a wreath at the grave of President John F. Kennedy during National Retarded Children's Week. The wreath, made by young men in the greenhouse-workshop of the Nassau County Chapter, New York, bore the words "From the Retarded Everywhere."





# ACTION WITH VISION



## Toward Improved Residential Care

**H**igher standards of residential care have been a primary concern of NARC since its inception. In 1965 a series of activities was pursued to develop and sustain better programs for the more than 200,000 persons in residential institutions and to promote the community-oriented facilities that are essential to the realization of modern concepts of care.

- The "Guide for State Residential Care Committees" was updated and reissued.
- This year saw the culmination of nearly 18 months of cooperative work with the Public Health Service on a new publication, "Design of Facilities for the Mentally Retarded." NARC cooperated with the Public Health Service in the preparation and distribution of an earlier publication, "Planning Facilities for the Mentally Retarded."
- NARC holds membership on the Special Committee on Standards for Residential Facilities of the American Association on Mental Deficiency. This committee worked on ways to foster implementation and updating of the AAMD "Standards for State Residential Care Institutions for the Mentally Retarded" that was issued in 1964.
- Liaison membership was accepted on the Long Term Care Committee of United Cerebral Palsy. This committee set up a working session with nursing home operators and representatives of the Public Health Service and of the various national nursing organi-

zations to determine if nursing homes can meet the needs of the multi-handicapped individual.

- The many aspects of lifetime care of the multi-handicapped individual were examined collaboratively, under a Public Health Service grant, by a number of government agencies and voluntary organizations. NARC representatives cooperated, during a two-day session, in compiling the experiences of the participants and in determining what interested groups can do to meet long term care needs more effectively, and in the issuance of guidance materials.
- In the "Kirchner Case", the California Supreme Court held that a suit by the State's Department of Mental Hygiene against a daughter's estate for the care of a mentally ill mother in a State hospital constituted denial of equal protection of the law. When brought to the United States Supreme Court on appeal by the State, NARC entered as amicus curiae supporting the California decision. The United States Supreme Court remanded the case to the California Supreme Court, which then declared that its decision had been based solely on the California Constitution. The decision of the California Supreme Court remains in effect: in California the statutes relating to the liability of relatives for care and maintenance of mentally ill persons in State institutions constitute denial of equal protection of the law.



Arnold Gangnes, Chairman of the NARC Architectural Planning Committee, discusses architect's drawing of plans for a modern institution with Mrs. G. T. Etheridge, Residential Care Committee Chairman, and Clayton J. Kick, NARC Consultant on Residential Care.

# The Region — Key to NARC Operations

**A**s a step in bringing its policies and goals closer to the States and communities, NARC in 1963 established the office of Regional Vice President in each of its six Regions. During the past year these Vice Presidents:

- Traveled extensively through their Regions, conferring with State and Local Association

personnel and with directors of facilities and services for the mentally retarded.

- Helped to set up Regional meetings and contributed to the programs.
- Participated in State Association meetings.
- Created opportunities to interpret NARC policies to State and local groups and to strengthen organizational relationships.

Within the NARC Regional structure other important developments included:

- Establishment and staffing of three new Regional Offices in Seattle, Atlanta, and Boston.

A decision in July 1965 by the NARC Executive Committee to begin the assignment of fund-raising representatives to the Regional Offices.

- Leadership development and executive training institutes were conducted in conjunction with the Regional Conferences held at Roanoke, Virginia (Southeast), Las Vegas, Nevada, (Southwest), Newport, Rhode Island (Northeast), and Hot Springs, Arkansas, (South Central).



Regional Vice Presidents of NARC meet. Left to right are Mrs. Stephen Walter, Southwest; Bernard M. Fineson, Northeast; Dr. Donald H. Berglund, North Central; Mrs. Max A. Murray, Southeast; Norman F. Smith, South Central; and James K. Gould, Northwest.





# Committees Enhance NARC's Effectiveness

Frank A. Christensen, Treasurer; Henry P. Dart, Jr., Chairman, Budget Committee; Francis E. White, Chairman, Personnel Committee; and John G. Fettinger, Chairman, Ways and Means Committee.



Committees are central to the work of NARC. They broaden the base of volunteer participation and are the proving ground for leadership development. They are charged with the task of defining and solving problems, of formulating policy and recommending that policy to the NARC Board of Directors.

In November 1964, the NARC President convened committee chairmen, officers, and staff for an all-day session to determine program objectives for the year and to initiate plans for major activities.

NARC program committees during the year were directly concerned with improving and expanding services for the mentally retarded in such areas as residential care, vocational rehabilitation and employment, education, child care, governmental affairs, public health, parent guidance, religious nurture and recreation. Other committees concentrated efforts on assisting with the management of the organization, dealing with ways and means, budget, personnel, membership, and leadership development.

Chairmen worked with their committee members, with the appropriate NARC staff consultant, and often with representatives of other national organizations.

## 1965 NARC COMMITTEES AND CHAIRMEN

Architectural Planning—Arnold Gangnes  
 Audio-Visual—Mrs. Julian Marko  
 Budget—Henry P. Dart, Jr.  
 Child Care Services—Mrs. Richard H. Hoff  
 Convention Arrangements—Mrs. John Gross  
 Convention Program—Mrs. John G. Fettinger  
 Convention Site and Planning—  
 Karl Schmeidler  
 Credentials—Mrs. John F. Kephart  
 Education—Paul Sherlock  
 Governmental Affairs—  
 Mrs. Fitzhugh W. Boggs, Ph.D.  
 Insurance—Lee J. Marino  
 International Relations—  
 Henry V. Cobb, Ph.D.  
 Leadership Development—  
 Mrs. Philip Elkin  
 Legal Advisory—Alton Lund  
 Membership—Mrs. Wilbur P. Ulle  
 Nominating—Alton Lund  
 Parent Guidance—Mrs. Conrad A. Cote  
 Personnel—Francis E. White  
 Public Health—Robert MacCready, M.D.  
 Public Information and Publicity—  
 Mrs. Stephen Walter  
 Recreation—Mrs. Henry Gould  
 Religious Nurture—Fred E. Henry, S.T.D.  
 Residential Care—Mrs. G. T. Etheridge  
 Rules and Amendments—  
 Bernard M. Fineson  
 Support Payment—James Baldini, Ph.D.  
 Vocational Rehabilitation and Adult  
 Services—Bernard Rosenberg  
 Ways and Means—John G. Fettinger



# Resources for Progress



In 1965 services to NARC Units in their fund-raising activities were expanded:

- A beginning was made – in Dallas and Boston – in assigning full-time fund raising field representatives to the NARC Regional Offices, thereby making consultation more accessible to Member Units.
- Responding to requests from Units for assistance, the NARC fund-raising field staff directed independent appeals in communities in New Jersey, Wisconsin, Pennsyl-

vania, Georgia, Massachusetts, Mississippi, and Oklahoma. Loans from the NARC revolving fund were made to seven Units to enable them to conduct more effective community appeals.

- To further assist Local Units in their fund-raising efforts, NARC initiated in 1965 a series of Fund-Raising Training Sessions. In February, 18 fund-raising chairmen and executive directors from the larger cities of Virginia, North and South Carolina, Kentucky and Maryland attended a three-day session in Roanoke, Virginia. In June a similar session was conducted in Chicago for ARC volunteers in Ohio, Illinois and Indiana.

- Campaign materials produced by NARC featuring Richie Barnes, the 1964 Poster Child, were used by some 750 Units throughout the country.

Nationally, NARC proceeded with preparations for broader fund-raising activities:

- A Commerce and Industry Campaign Committee was formed.
- As a participating agency in the Federal Service Campaign for National Health Agencies, NARC cooperated in pilot studies to establish the effectiveness of alternative methods of conducting the Federal Service Campaign.



Steering Committee of the National Commerce and Industry Campaign Committee includes, left to right, Stanley Abrams, President, Allied Leasing Corporation; Mrs. John Gross, NARC Liaison, Chairman; and Fred S. Haggerson, Director, Metallurg Company. Also serving are David Hume, Headmaster, St. David's School, and Leonard W. Mayo, Executive Director Emeritus, Association for the Aid of Crippled Children.

Nineteen business leaders were enlisted to serve as the nucleus of the NARC National Commerce and Industry Campaign Committee. It is the Committee's responsibility to solicit support for the National Association from nationwide corporations with headquarters in New York.

Committee members include Max Abrams, President, Emerson Radio and Phonograph Corporation; Baroness Zofia S. Banzsky, Auchincloss, Parker & Redpath; Robert S. Benjamin, Chairman,

United Artists Corporation; Frank B. Cavanagh, Director, Farrell Lines, Inc.; Gardner Cowles, Chairman, Cowles Magazines and Broadcasting, Inc.; Lewis B. Cuyler, former Senior Vice President, First National City Bank of New York; Philip J. Everest, Senior Vice President, Transportation Displays, Inc.; John F. Harvey, Comptroller, Time, Inc.

Also, Ralph R. Lounsbury, Chairman, Bankers National Life Insurance Company; Lee J. Marino, Senior Vice President, Central Savings Bank in the City of New York; George A. Mooney, President, Washington Heights Federal Savings & Loan Association; John M. McEvoy, Secretary, Monroe International Corporation, (Division Litton Industries, Inc.); John J. Theobald, Ph.D., Vice President, U. S. Industries, Inc.; William Wishnick, Chairman, Witco Chemical Company, Inc.; Rene A. Wormser, Esq., Wormser, Koch, Kiely & Alesandrone; and Rudy R. Yohai, Vice President, Old London Foods, Inc. (Division of The Borden Co.).

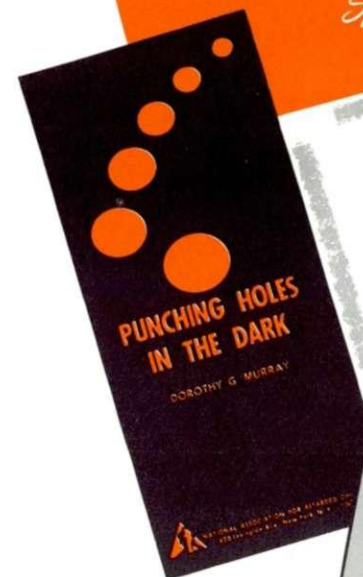
# Public Information

## Words-Pictures-Voices...Span the Country

**A**rthur Hull Hayes, President of CBS Radio, heads the National Public Information Professional Advisory Committee, formed this year to strengthen and broaden NARC's activities designed to promote public awareness of the problem of mental retardation. Committee members lending their professional talents are Sam Cook Digges, Administrative Vice President, CBS Films; Irving Gitlin, Irving Gitlin Productions; Eugene Gramm, Vice President and Creative Director of McManus, John and Adams; T. George Harris, Senior Editor, Look Magazine; Walter Landor, Landor and Asso-

ciates, Graphic Arts and Industrial Designers; Edward Pechin, Assistant Advertising Director, DuPont. During the year they provided invaluable assistance to the NARC Public Information Committee.

Two small boys served NARC as ambassadors for the retarded during the past year. Richie Barnes of Los Alamos, New Mexico, 1964 Poster Child, traveled thousands of miles in his "tour of duty" and directed the attention of countless communities to National Retarded Children's Week. On November 18th, Richie went to Arlington National Cemetery and, with a military escort, placed a wreath on the grave



Announcement of the 1965 Poster Child was made at a press conference in Minneapolis. Surrounding Dickie were Dr. Donald Berglund, NARC Vice President; Governor of Minnesota, Karl Rolvaag; Dickie's father, Alvin Bach, and his mother, Betty.

# ACTION



of President John F. Kennedy in behalf of the retarded everywhere. Richie called on President Johnson in the White House and later visited the President again at the LBJ Ranch. Other official duties included presentation of a birthday cake to Senator Robert F. Kennedy in New York City and assistance with fundraising campaigns in the Southwest in the Fall.

Dickie Bach of Minneapolis made his debut as NARC's 1965 Poster Child in May.

In the national media field, magazine coverage of mental retardation was constant throughout the year with articles appearing in *Look*, *Parents*, *Life*, *Ebony*, *The New York Times Magazine* and ten other major publications. Five magazine articles were reprinted by NARC for wider distribution and use by Units in promoting public education.

Drop-in ads, provided by NARC, were published in magazines during National Retarded Children's Week and continued to be printed throughout the year by many magazines as space permitted.

Use of film spots was greater this year with 433 spots ordered by NBC, CBS and ABC television networks and shown, for the most part, in prime time. Transcribed radio spots featuring Danny Kaye, Milton Berle, Tammy Grimes, Ralph Edwards and other celebrities were used widely by radio networks and independent stations.

Pamphlets published included "Report of the Inter-Organization Conference," "A Plan for Action in Manpower Development," "Punching Holes in the Dark," and a "Speakers Kit."



This six-year-old will be seen in pictures and in person by millions of persons coast to coast before the year is over.

## Advertising Council Campaign

NARC cooperated with the President's Committee on Mental Retardation and the Joseph P. Kennedy, Jr. Foundation in the Advertising Council's public service campaign to promote public awareness of the problems of mental retardation. Associations for Retarded Children throughout the Nation assisted in placing ads in newspapers and magazines and in securing time on radio and television.

As a part of the campaign, NARC financed the printing of 1,000,000 copies of a booklet "How to Bring New Hope to the Mentally Retarded," prepared for persons asking for additional information. This publication listed all of the State Associations for Retarded Children. Five bulletins were distributed for the purpose of more closely coordinating ARC publicity programs and the Advertising Council Campaign.

The Audio-Visual Committee previewed 12 new films for possible inclusion in "Audio-Visual Media and Materials on Mental Retardation" and a revised edition of the NARC catalog was issued.

NARC created a variety of materials this year to assist Units in obtaining publicity in their own areas. Public Information Aids (packets of special material) were sent to Units for use in membership drives, the Employer of the Year Award Program, announcement of NARC Poster Child for 1965, and National Retarded Children's Week.





*Statement of Current Income and Expenditures  
Year Ended December 31, 1964*

Income:

|                                                 |                    |
|-------------------------------------------------|--------------------|
| Support, Dues, Contributions .....              | \$ 788,491         |
| Printing and Publications .....                 | 95,288             |
| Interests and Dividends .....                   | 20,551             |
| Other .....                                     | 5,926              |
| Transfer from Current Restricted<br>Funds ..... | 188,613            |
|                                                 | <u>\$1,098,869</u> |

Expenditures:

|                                                                                                    |                    |
|----------------------------------------------------------------------------------------------------|--------------------|
| Consultative services, community<br>services, public information and<br>direction of program ..... | \$ 647,163         |
| Research grants .....                                                                              | 128,011            |
| Printing and Publications .....                                                                    | 81,240             |
| Manpower, automation and training .....                                                            | 50,311             |
| Volunteers' expenses for formulating<br>and directing programs .....                               | 39,774             |
| Training for volunteer leadership<br>and executive development .....                               | 13,907             |
| Other .....                                                                                        | 71,352             |
|                                                                                                    | <u>\$1,031,758</u> |

Excess of income over expenditures...\$ 67,111

Note: Commitments for grants from research fund totaling \$369,899 existed as of December 31, 1964, and are payable as follows:

|      |                  |
|------|------------------|
| 1965 | \$130,144        |
| 1966 | 103,019          |
| 1967 | 61,736           |
| 1968 | 50,000           |
| 1969 | 25,000           |
|      | <u>\$369,899</u> |

The following forms are suggested for those who may wish to remember the National Association for Retarded Children in the drawing of their wills or in making a memorial gift in the name of a departed relative or friend. The National Association acknowledges each gift and sends to the family a memorial card without indicating the amount of the gift.

## A Bequest Form

I GIVE AND BEQUEATH TO THE  
NATIONAL ASSOCIATION FOR RETARDED CHILDREN, INC.

the sum of (insert the *amount of money* or describe  
the property, real or personal) .....,  
.....  
the income and principal to be applied to the general  
uses and purposes of said corporation.

.....  
(Signature)

.....  
(Date)

## A Memorial Gift Form

I GIVE AND BEQUEATH TO THE  
NATIONAL ASSOCIATION FOR RETARDED CHILDREN, INC.

in memory of .....,  
the sum of (insert the *amount of money* or describe  
the property, real or personal) .....,  
.....  
the income and principal to be applied to the general  
uses and purposes of said corporation.

.....  
(Signature)

.....  
(Date)

The National Association qualifies under the United States Internal Revenue Code as an exempt organization so that all contributions to it are fully deductible.

## OFFICERS

### President

Henry V. Cobb, Ph.D.  
New York, New York

### Senior Vice President

Thomas A. Tucker  
Detroit, Michigan

### Vice President, North Central Region

Donald H. Berglund, Ph.D.  
Northfield, Minnesota

### Vice President, Northeast Region

Bernard M. Fineson  
New York, New York

### Vice President, Northwest Region

James K. Gould  
Vancouver, Washington

### Vice President, Southeast Region

Mrs. Max A. Murray  
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### Vice President, South Central Region

Norman F. Smith  
Alvin, Texas

### Vice President, Southwest Region

Mrs. Stephen Walter  
San Francisco, California

### Treasurer

Frank A. Christensen  
Ho-Ho-Kus, New Jersey

### Secretary

Paul R. Reed  
Wallingford, Pennsylvania

### Past President

John G. Fettingier  
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### Member at Large

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## NARC STAFF

### Executive Director

Luther W. Stringham

### Associate Executive Director

Samuel Kaminsky

### Assistant for Governmental Affairs

Harry Blank

### Consultative and Community Services

Director, Van R. Hinkle

#### Staff Consultants

Public Health and Nursing  
Ida Axelrod

Residential Care  
Clayton J. Kick

Vocational Rehabilitation and Employment  
George Clark

Education and Recreation  
Wayne L. Sengstock, Ed.D.

#### Field Representatives

Northeast Region  
Donald M. Traunstein

North Central Region  
Joseph Montgomery

Northwest Region  
Frank Baker

South Central Region  
John Wiemer

Southwest Region  
Gordon Christian

Southeast Region  
Kermit Harrington

#### Public Information

Director, Thomas J. Murphy  
Coordinator, Marian T. Connolly  
Public Information Specialist, Trudy Stamm  
Editor, "Children Limited," Evelyn Hart  
Magazine Consultant, Mildred P. Small  
Radio-TV Consultant, John Becker

#### Public Inquiry Correspondent

Barbara Andre

#### Assistant for Membership and International Affairs

Ann Fenn

#### Fund Raising

Director, Howard Mirkin

##### Field Representatives

David Springer  
Jack Paramore  
Fred Kaempfe  
Arthur McKnight, S. C. Region  
Stephens H. Plummer, N. E. Region

#### Central Services

Business Manager, James J. McKenna  
Comptroller, Walter Marx  
Assistant Accountant, Russell Kemp  
Supervisor, Production, John Tully





This photograph of children dancing was donated to NARC by "The Louisville Times" (Ky.) and appears on the 1965-66 billboard posters.



# The National Association for Retarded Children

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420 Lexington Avenue • New York, N. Y. 10017